

IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-35APP (GP-090-00-US)**

Applicants: **Jeffrey A. DEAN, et al.**

Serial No.: **10/748,870**

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Title: **IDENTIFYING RELATED INFORMATION GIVEN CONTENT AND/OR
PRESENTING RELATED INFORMATION IN ASSOCIATION WITH
CONTENT-RELATED ADVERTISEMENTS**

Examiner: **Wilson W. Tsui**

Group Art Unit: **2178**

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

S I R:

INFORMATION DISCLOSURE STATEMENT

The applicants respectfully request that the references listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of each of these references is enclosed.

English language abstracts of non-English language references CX-CZ, DB and DC are provided. Non-English language references CX-CZ, DB and DC were cited in a Petitioner's First Brief against Korean Patent No. 799,095. A copy of that Petitioner's First Brief, as well as a summarized

English-language translation thereof, is provided as reference DE.

Reference DF is a Respondent's First Reply Brief for Invalidation Trial against Korean Patent No. 799,095. A summarized English-language translation of reference DF is provided.

English language abstracts of non-English language references DA and DD are provided. In addition, English language translations of non-English language references DH and DI are provided. Non-English language references DA, DD, DH and DI were cited in a Petitioner's Second Brief against Korean Patent No. 799,095. A copy of that Petitioner's Second Brief, as well as a summarized English-language translation thereof, is provided as reference DG.

Reference DJ is a Respondent's Second Reply Brief for Invalidation Trial against Korean Patent No. 799,095. A summarized English-language translation of reference DJ is provided.

Reference DK is Power Point Presentation from a hearing for Invalidation Trial against Korean Patent No. 799,095. An English-language translation of reference DK is provided.

Reference DL is a Respondent's Third Reply Brief against Korean Patent No. 799,095. A summarized English-language translation of reference DL is provided.

Reference DM is a Petitioner's Supplementary Brief against Korean Patent No. 799,095. A summarized English-language translation of reference DM is provided.

Reference DN is a Respondent's Response to Petitioner's Supplemental Brief against Korean Patent No. 799,095. A summarized English-language translation of reference DN is provided.

Reference DO is a Decision Rendered by Trial Board for Invalidation Trial against Korean Patent No. 799,095. A summarized English-language translation of reference DO is provided.

Reference DP is an Office Action from the Australian Patent Office in counterpart Australian Patent Application No. 2009200599. Note that U.S. Patent Application Publication No. 2002/0010625 and WIPO Publication Nos. WO 03/005151 and WO 01/046870 cited in reference DU are already of record (as references AN, AR and AS).

Reference DQ is a Petitioner's Appeal Brief for Invalidation Trial against Korean Patent No. 799,095. A summarized English-language translation of reference DP is provided.

Reference DR is a Respondent's Reply Brief against Korean Patent No. 799,095. A summarized English-language translation of reference DQ is provided.

Reference DS is a Petitioner's Preparatory Brief for Invalidation Trial against Korean Patent No. 799,095. A summarized English-language translation of reference DR is provided.

Reference DT is a Power Point Presentation for Invalidation Trial against Korean Patent No. 799,095. An English-language translation of reference DS is provided.

Reference DU is a Patent Court's Decision for Invalidation Trial against Korean Patent No. 799,095. A summarized English-language translation of reference DT is provided.

The applicants reserve the right to establish that any of the references listed on the attached PTO/SB/08A are not prior art to the above-captioned application.

Since this Information Disclosure Statement is being filed after the mailing of a first Office Action, but before a final Office Action, a Notice of Allowance, or an action that otherwise closes prosecution on the merits, this Information Disclosure Statement should be considered under 37 C.F.R. § 1.97 (c) (2). The Patent Office is authorized to charge the fee of \$180.00 to the deposit account of Straub & Pokotylo, deposit account number 50-1049, in order to have the Information Disclosure Statement submitted herewith considered under 37 C.F.R. § 1.97 (c) (2).

Respectfully submitted,

March 23, 2011

A handwritten signature in black ink, reading "John C. Pokotylo". The signature is written in a cursive style with a large initial "J".

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